



Quick Notes

from the Idaho Office of Highway Safety

January 18, 2011

Highway Safety Summit

April 21, 2011 – Pocatello, ID

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129
P: (208) 334-8100 F: (208) 334-4430 - - www.itd.idaho.gov/ohs

General Message from the Highway Safety Manager

Hi Highway Safety Partners,

I had a very interesting trip to Vermont to participate in a Peer to Peer Exchange intended to assist Vermont in making improvements to its Strategic Highway Safety Plan. I met lots of wonderful, committed people who are working hard to reduce fatalities in Vermont. I also learned a great deal from Pennsylvania and Ohio as they were fellow presenters. They are further down the SHSP road than Idaho and I gathered some ideas to improve our efficiency and effectiveness. We will see what we can incorporate into what we are already doing.

Idaho is still holding steady at 211 traffic deaths in 2010, a decrease from 226 in 2009. And so far this year, we only know of 4 traffic deaths. We are so pleased that people are making smart driving choices. Keep up the great work.

Mary Hunter
Highway Safety Manager

Calendar of Events

Date	Event Description
February 21, 2010	PRESIDENT's DAY – State offices closed
March 11-21, 2011	IMPAIRED DRIVING Traffic Enforcement Mobilization – Statewide, Contact: Kevin Bechen, OHS GCO, kevin.bechen@itd.idaho.gov (208) 334-4467
March 27-29, 2011	LIFESAVERS CONFERENCE – Phoenix, AZ. www.lifesaversconference.org
April 7-18, 2011	AGGRESSIVE DRIVING Traffic Enforcement Mobilization – Statewide, Contact: Cecilia Awusie, OHS GCO, Cecilia.awusie@itd.idaho.gov (208) 334-8112
April 21, 2011	HIGHWAY SAFETY SUMMIT – Pocatello, ID. Red Lion Hotel. 8:00am-5:00pm www.highwaysafetysummit.com to register. Contact: Lisa Losness lisa.losness@itd.idaho.gov (208) 334-1803
May 3, 2011	ITSC (Idaho Traffic Safety Commission) – Spring meeting – Boise, ID. Location TBA
May 28-June 7, 2011	SEAT BELT Traffic Enforcement Mobilization – Statewide, Contact: Lisa Losness, OHS GCO, lisa.losness@itd.idaho.gov (208) 344-8103

1 in 5 Fortune 500 Companies Have a Total Cell Phone Ban

According to those that responded to the NSC survey.

Any Williams, Communications Director, 1/12/11

Survey finds Fortune 500 companies prohibiting employees from using cell phones while driving

Preliminary survey results come two years after National Safety Council announces call to action

Itasca, IL – One out of five Fortune 500 companies that responded to a recent National Safety Council survey has a total ban on cell phone use while driving that covers all employees. More than half of these policies were implemented since 2008 – indicating corporate America is heeding the public’s growing call to eliminate cell phone use behind the wheel.

Two years after the National Safety Council urged motorists to stop using cell phones and messaging devices while driving, these employee bans are evidence of progress in reducing the number of distracted drivers on the road. However, thousands of Americans still die each year in distracted driving-related crashes, and research shows cell phones are the No. 1 distraction in vehicles.

“In January 2009, NSC called for a ban on all cell phone use while driving because research identified the behavior as dangerous. A driver is four times as likely to crash while talking on a cell phone while driving,” said Janet Froetscher, president and CEO of the Council. “Now, in 2011, our call to action is getting results, and our nation’s top employers are taking steps to protect their employees and communities in which they operate by implementing total cell phone bans.”

Preliminary survey results indicate productivity either increased or remained at the same level for 40 percent of companies with total bans. (About half of the companies with total bans implemented their policies recently and do not yet know if productivity has been affected.) The Council’s free Cell Phone Policy Kit has more information on implementing a policy in the workplace.

NSC estimates at least 23 percent of all motor vehicle crashes each year involve cell phone use, and more than 50 research studies show talking or texting on a cell phone while driving is a dangerous behavior. Cell phone conversations account for the majority of crashes involving cell phone use. Research shows a driver having a cell phone conversation may miss up to half of his or her driving environment, meaning important visual cues such as pedestrians, stop signs and other obstacles could be missed.

Allowing employees to use cell phones while driving may mean incurring significant corporate liability. Companies that have implemented cell phone policies understand this potential risk. Crash scenarios in which employers have been liable include employees who were driving:

- During work hours and outside typical work hours
- To or from work appointments and for personal reasons
- In business or personal vehicles
- While having business and personal conversations
- While using employer-provided and employee-owned phones
- While using hands-free and handheld devices

Since the Council's call to keep roadways safer, the Occupational Safety and Health Administration has called upon employers to prohibit any practice that requires or encourages employees to text while driving. The Federal Motor Carrier Safety Administration also issued a rule banning commercial vehicle drivers from texting while driving and in December 2010 announced it was accepting public comment on whether that ban should extend to talking on a handheld cell phone.

The National Safety Council (www.nsc.org) saves lives by preventing injuries and deaths at work, in homes and communities, and on the roads through leadership, research, education and advocacy.

Nampa PD gets the community involved in their campaign

The Nampa Police Department wants very much to be a part of its Community, and conversely wants the Community to be a part of the Police Department's efforts to keep the Community safe.

As such, Nampa PD's traffic team initiated a program of involving local business and schools in their efforts to keep the community safe by getting the word out to motorists to drive safely. Below are just a few of the many signs that were posted by involved businesses and schools this Holiday Season.



Sincere thanks goes out to the many involved businesses and schools who have sacrificed their own advertising space and helped us get several safe driving messages out through the use of their billboard space.

U.S. Department of Transportation Issues New Ejection Mitigation Rule

Final rule aimed at reducing partial and complete vehicle ejections

WASHINGTON – U.S. Transportation Secretary Ray LaHood today announced a final rule aimed at decreasing occupant ejections in passenger vehicles. The new U.S. Department of Transportation standard, which will help reduce the number of people partially or completely ejected through side windows during rollover crashes, will begin phasing in during 2013.

“Safety is our highest priority,” said Secretary LaHood. “This new standard will help save lives and reduce injuries by requiring vehicles to have a safety system that keeps occupants in the vehicle in a rollover crash.”

Under the new rule, issued by the Department's National Highway Traffic Safety Administration (NHTSA), vehicle manufacturers must develop a countermeasure for light passenger vehicles under 10,000 lbs that prevents the equivalent of an unbelted adult from moving more than 4 inches past the side window opening in the event of a crash. The new standard will begin phasing in during 2013 – all newly manufactured vehicles will be required to provide this protection by model year 2018.

“Rollover crashes are the deadliest of all crash types and this is another important step in our efforts to reduce fatalities and serious injuries that result from them,” said Administrator David Strickland, National Highway Traffic Safety Administration. “When fully implemented, we believe this standard will prevent on average 373 fatalities and 476 serious injuries every year.”

Today’s announcement is part of NHTSA’s initiative to improve the overall safety for occupants in the event of a rollover crash. Previously, the agency issued rules requiring that all new vehicles come equipped with electronic stability control to keep vehicles from losing control and also upgraded its roof crush standard to keep the occupant compartment intact. To view the new standard [click here](#).



HAPPY NEW YEARS GREETING TO ALL,

Below are the reimbursement forms for the December Impaired Mobilization.

If you have not submitted your claims they are due by **January 27, 2011.**

Ⓢ Please use these, not forms from any other mobilization.

If your agency was not able to participate, please let me know so the unused funds can be put back into the program



Incentive Reporting



Mobilization Reimbursement



Mobilization Reimbursement

Kevin Bechen
Impaired Driving Program Manager
Ignition Interlock Coordinator
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Highway Safety Manual Spreadsheets

The project team for NCHRP Project 17-38, Highway Safety Manual Implementation and Training Materials, has developed a set of three spreadsheets to help new users understand how to apply the crash predictive methods included in Volume 2 of the Highway Safety Manual. The spreadsheets demonstrate the crash prediction procedures for rural two-lane two-way roads (HSM Chapter 10), rural multilane highways (HSM Chapter 11), and urban and suburban arterials (HSM Chapter 12). Though these spreadsheets were developed to help safety professionals learn the application of site-specific predictive method applications, they can easily be customized to meet the needs of any transportation agency. The spreadsheets are available **free of charge** on the TRB Safety Performance Committee website. The spreadsheets are available for download at <http://safetyperformance.org/resources/nchrp-17-38/>. Any questions about the spreadsheets can be directed to Karen Dixon at Oregon State University (phone: 541-737-6337, email: karen.dixon@oregonstate.edu).